

1

Introduction & Waterfront Boundary

- ▶ Purpose
- ▶ Location
- ▶ Waterfront Revitalization Boundary
- ▶ Harbor Management Boundary
- ▶ Goals
- ▶ Vision
- ▶ Historic Background

Purpose

A Local Waterfront Revitalization Program (LWRP) is a comprehensive land and water use plan prepared by local municipalities in conjunction with the New York State Department of State (DOS), Division of Coastal Resources. It provides a framework for which local waterfront issues can be addressed. Once approved by the New York Secretary of State and the Federal Office of Coastal Resources Management, the LWRP ensures that state and federal actions are consistent with local waterfront goals.

Location

The Town of Greece is located in the north-central portion of Monroe County. It is bordered on the north by Lake Ontario, the east by the City of Rochester, south by the Town of Gates and the west by the Town of Ogden and the Town of Parma (see Figure 1).

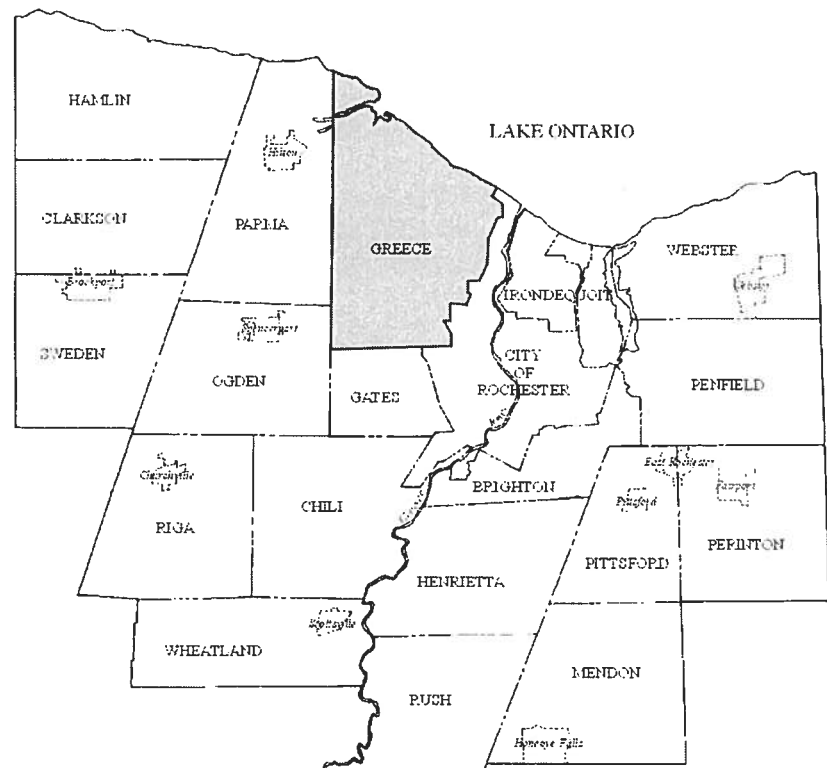


Figure 1: Town of Greece

Waterfront Revitalization Area Boundary

The Town of Greece has two distinct waterfront areas, the coastal area of Lake Ontario and the inland waterway area of the Erie Canal. The Waterfront Revitalization Boundaries for the Town are defined as follows, and as depicted in Figures 1 and 2.

Coastal Waters - Lake Ontario Waterfront Boundary

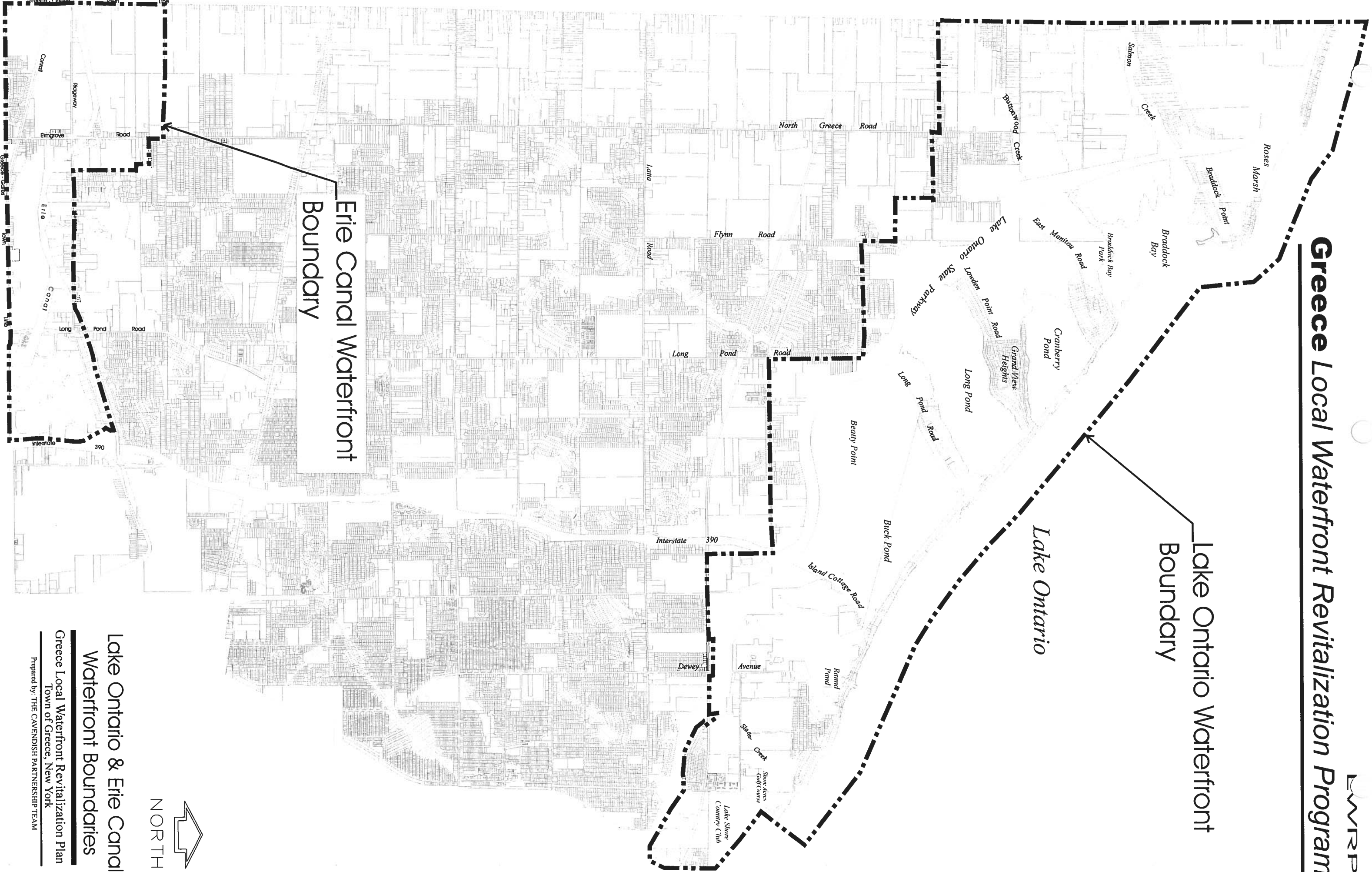
Beginning at the western Greece Town Line at the south shore of Lake Ontario, north 1500 feet from the Lake Ontario shoreline; thence in an easterly direction, parallel with the Lake Ontario shoreline, approximately 8 ± miles to a point; thence south-westerly 1500 feet to the Lake Ontario south shoreline and Greece Town Line; thence south-easterly along the Greece Town Line to the north right-of-way of the Lake Ontario State Parkway; thence north-westerly along the said north right-of-way to the abandoned Hojack ROW. West along said ROW to Island Cottage Road; thence, north to Janes Road; thence west to Long Pond Road; thence north to Kuhn Road; thence west to Flynn Road; thence north to Frisbee Hill Road; and including four parcels on the south-west intersection of Frisbee Hill Road and Flynn Road; thence west on Frisbee Hill Road to the western Town of Greece Town Line; thence north to the Lake Ontario shoreline and point of beginning.

Inland Waters - Erie Canal Waterfront Boundary

Beginning at the western Greece Town Line at the center of the Erie Canal, north 1.50± miles to a point; thence east to the east right-of-way of Elmgrove Road; thence south 525± feet along said right-of-way to a point; east 1200± feet along south boundaries of parcels fronting Mellwood Drive to a point; thence south 650± feet to a point; thence east 150± feet to a point; thence south 2200± feet to a point; thence along north boundaries of parcels fronting north right-of-way of Ridgeway Avenue to the west side of the Ridgeway Avenue/Erie Canal bridge; thence northeast along the south right-of-way of Ridgeway Avenue to the west right-of-way of SR390; thence south along said right-of-way to southern Greece Town Line; thence west along southern Greece Town Line to the western Greece Town Line; thence north 3000± feet to the center of the Erie Canal and point of beginning.

Harbor Management Area Boundary

The Harbor Management Area for the Town of Greece includes all navigable waters within the two Local Waterfront Revitalization Area boundaries, including Lake Ontario, the Braddock Ponds, Braddocks Bay, Salmon Creek, other associated streams and the Erie Canal.



NORTH

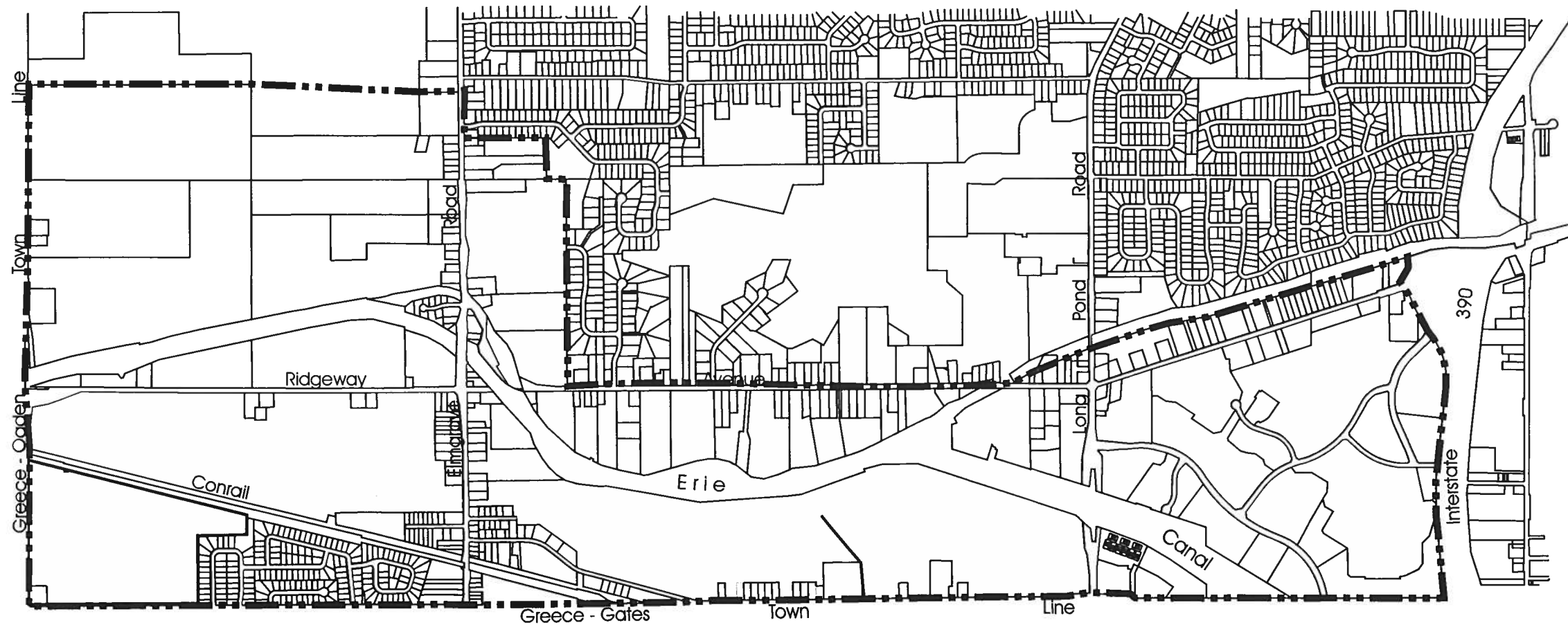
Lake Ontario & Erie Canal Waterfront Boundaries

Greece Local Waterfront Revitalization Plan
Town of Greece, New York

Prepared by: THE CAVENDISH PARTNERSHIP TEAM

Greece Local Waterfront Revitalization Program

ERIE CANAL AREA



NORTH

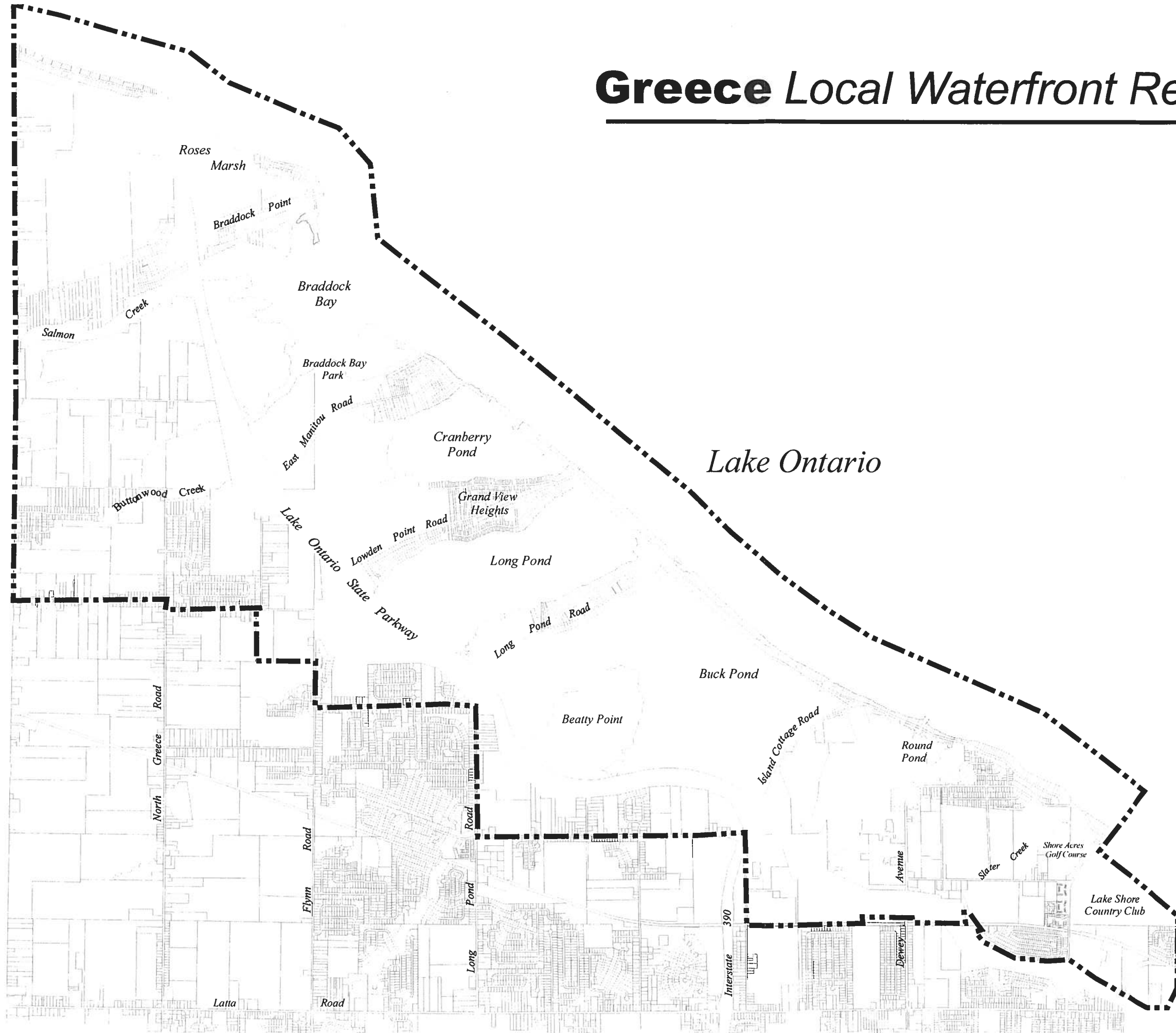
Erie Canal Waterfront Boundary

Greece Local Waterfront Revitalization Plan
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Greece Local Waterfront Revitalization Program

LAKE ONTARIO AREA



NORTH

Lake Ontario Waterfront Boundary

Greece Local Waterfront Revitalization Plan
Town of Greece, New York

Prepared by: THE CAVENDISH PARTNERSHIP TEAM

Goals

Three primary goals for the revitalization of Greece's waterfront are supported with key objectives towards achieving those goals.

Conserve Environmental Resources

- ☐ Protection & enhancement of world class Braddock's Ponds complex
- ☐ Identification & preservation of critical habitats/ecosystems
- ☐ Strengthen & protect the visual/natural integrity of the Erie Canal Corridor and the Braddock's Ponds complex
- ☐ Provide education & programming to interpret Greece's waterfront & natural resources
- ☐ Protect and enhance fishing and sporting activities related to/within Greece's waterfront natural areas
- ☐ Protect shorelines by reducing erosion

Enhance the Quality of Life for Greece Residents

- ☐ Provide enhanced public access, recreation & entertainment opportunities
- ☐ Protect local resident's interests and properties
- ☐ Provide jobs for local residents
- ☐ Minimize impacts to local taxes by expanding the tax base and limiting Town capital expenses

Enhance Economic Development Opportunities

- ☐ Improve & create industrial development opportunities
- ☐ Increase the Town's property tax base
- ☐ Create new local jobs
- ☐ Provide tourism/eco-tourism infrastructure and destinations
- ☐ Connect tourism opportunities to regional initiatives
- ☐ Promote Greece's assets and improve the Town's image and identity as a waterfront destination

Lake Ontario Waterfront Vision

Initial meetings with the advisory committee, focus groups and public were instrumental in developing a vision for Greece's waterfronts. To establish a vision for the Lake Ontario waterfront area, the planning team provided attendees with visioning exercises that were focused on generating ideas and concepts for the town's waterfront areas. Each person was asked to write down words and phrases that best described what he or she might see the Greece waterfront becoming. The local community that was unable to attend public meetings were also invited to submit their visions for the area. A few of the responses are listed below.

Short Words & Phrases

- Well lit & safe
- Good land use planning
- Canoe access to creeks
- Thriving ports for boaters/business
- Recreational land & water use
- Jetty & dredging for Long Pond & Braddocks Bay
- Pristine water quality
- Public access
- Fishing access
- Noise control
- Habitat preservation
- Controlled hunting
- Wildlife preserve/forever wild
- Clean
- Waterfront trails
- Recreational areas for children
- Preserved residential areas
- Public parking
- Cafes & restaurants on water
- Coordinated with other area waterfront plans (Rochester, Sea Breeze)

Places The Greece Waterfront Could Be Like

- Greece in the 1940's
- Brockville, Ontario
- Coburg, Ontario
- Toronto - All Canadian cities
- Port Credit, Ontario
- Lake Michigan/Superior
- Myrtle Beach, South Carolina - public access
- Burlington, Vermont
- Everglades National Park, Florida
- Denmark's Canal Cities
- Olcott, New York
- Oswego, New York - shoreline
- Kingston, Ontario
- Ontario Beach Park - protected harbor

Image Preference Survey

As part of the visualization process during the Community Vision Night, Lake Ontario area residents and business owners were shown 50 images depicting such things as pedestrian walkways, beaches, buildings and streetscapes. Each attendee was asked to rate each image on a preference scale of 1 to 5 (least preferred to most preferred).

Most Preferred Images

After analyzing the results from the image survey the five images that scored the highest total number of points were recorded as the most preferred (see Figure 4 below). The purpose was to determine what preferred characteristics might exist in the images. The planning team concluded that three primary characteristics were revealed:

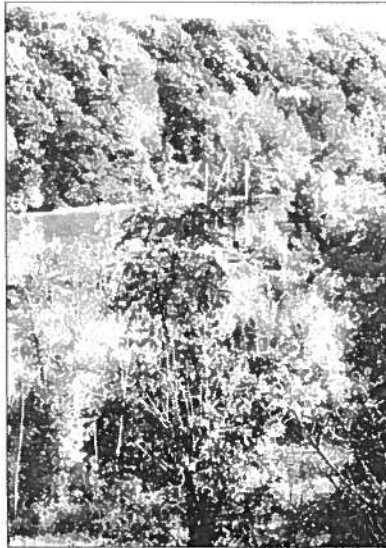
- A desire for a very serene, natural setting
- A passive, or low activity waterfront recreation
- A clean, colorful landscape
- Physical and visual access to the water



1 *Serene Natural Setting*



2 *Passive Waterfront Recreation*



3 *Clean Colorful Landscapes*



4 *Public Access & Passive Recreation*



5 *Preserve Visual Access to the Water*

Figure 5: Top Five Visual Preference Images

Erie Canal Waterfront Vision

The Greece Canal Corridor Advisory Committee established the tone for the development and preservation of Greece’s Canal corridor with the following preferred image, vision and development theme.

Image

A survey was taken asking Committee members to assess their present day image of Greece’s Canal frontage. Members were asked to compare their image to their similar images of various makes of cars. The following cars were cited as having similar characteristics to the canal:

Today

- ▶ Used Ford Tempo
- ▶ ‘73 Torino
- ▶ ‘73 Chevy
- ▶ Corvair

Why?

- ▶ “Diamond in the rough”
- ▶ Nothing special
- ▶ Underutilized

What do we want?

Consensus was almost achieved on a preferred image for the Greece Canal corridor. The Volvo Sedan was identified as an automobile role model due to the following characteristics:

- ▶ Functional
- ▶ Wide spread appeal
- ▶ Family oriented
- ▶ Sturdy
- ▶ Luxurious
- ▶ Practical

The following key characteristics were identified as appropriate to associate with Greece’s Canal Corridor?

- ▶ Innovative
- ▶ Urbanized
- ▶ New

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Vision

The Committee's vision of a built out canalfront was one including a well balanced mix of appropriate uses and development. The following elements were incorporated into a vision for the Canal corridor:

- ▶ A mix of active parks, vibrant commercial areas, appropriate industrial development with proper transitions, defined edges and strong connections
- ▶ A destination for travelers
- ▶ Bustling canal port
- ▶ Preserved natural areas
- ▶ Interpreted historic sites
- ▶ Cruise boats

Theme

Greece's theme for canal corridor development is highlighted with a strongly defined mix of development with a **"green"** focus, punctuated by innovative, new and urbanized development.

"Greece Port" ("an Erie Renaissance"): The active, urban heart of Greece's canal corridor is characterized by a neo-traditional mixed use street and canal scape. A strong pedestrian environment is highlighted with human scale architecture, identifiable site features and commercial first floors.

"The Greenway": Characterized by a variety of development, recreation, festival, park and open space areas that all protect and enhance the natural character of the canal corridor.

Historic Background

The Town of Greece is the largest of the Monroe County towns. It is located in the north central portion of the county on the south shore of Lake Ontario. It is home to more than 95,000 residents, approximately 9,700 of which find permanent residence within the boundaries of the Coastal Area. It is bordered by the Towns of Parma and Ogden to the west, the Town of Gates to the south, and the City of Rochester to the east.

Much of what is Greece today was shaped in the past - from the land forms created in geologic time to the homes completed yesterday by builders. This section discusses the history that has resulted in the town's present pattern of development and some of the development proposals that have been made for the future.

When the great glacier was receding from the land which is now Greece, approximately 10,000 years ago, it first formed Lake Dawson, whose shoreline was the present Ridgeway Avenue. Later, the glacier receded further to Lake Iroquois, whose shoreline was Ridge Road. As it melted and moved further and further north, the ice deposited an extremely rich soil, which formed the basis of the fertile farmlands for which Greece became known. During Indian times, much of Greece was covered with forest and game. "The Ridge", only 15 inches wide, became the main trail of the Iroquois. The first white settlers built homes in Charlotte in 1791. By 1809 a wooden plank road had been built from Long Pond Road to Manitou (with a toll gate at Long Pond Road).

The early 1800's saw the clearing of land and the development of many farms. Agriculture was to dominate Greece for at least the next hundred years, well into the Twentieth Century. By 1850, there were 330 farms in Greece, producing mainly wheat, rye, corn and oats - - fodder for the "Flour City" as Rochester became known. There were also many successful fruit orchards, nurseries and seed farms, dairy farms, livestock and haying operations. Farmhouses were built along the major roads. Many of these survive today, including such landmarks as the Burns-Kirk-Newcomb house at Kirk and Newcomb Roads, built in 1835; the Rowe-Hillman-Sanders House on West Ridge Road, now Empire Electric; the Howe House, recently moved to the Northampton Town Center site at Long Pond and Latta Roads to provide a headquarters for the Historical Society of Greece; and the Ridge Road residence of James Upton, now the Ridgmont Country Club. Many others can be seen throughout the town, allowing the observer a glimpse into the town's venerable past.

Along with the development of farms came a number of hamlets, or farming centers, typically including a few houses, a church, one or two stores, a school, and occasionally an inn. One of the earlier of these was called Greece (later Ada) at Ridge Road and Long Pond Road. It was in this community that Memorial Town Hall was built in 1919. Other hamlets included West Greece (also called Hoosick) at Ridge Road and the town line; Frisbee Hill, at Frisbee Hill and North Greece Roads; North Greece, at Latta and North Greece Roads; Barnard, at Dewey Avenue and Stone Road; and Mt. Read (also called Paddy Hill), at Latta Road and Mt. Read Boulevard. In most of the hamlets, a few of the old buildings still remain. Several churches and school have been converted to business or residential use. At Mt. Read, the 1860 Mother of Sorrows Church has been converted into a town library.

By 1823 the Erie Canal construction had been completed as far as Brockport, and a lively commerce ensued. The hamlet of South Greece (also called Henpeck) grew up at a bend in the Canal at Elmgrove Road. It was a break-bulk point for canal freight and included warehouses, groceries, an inn, post office, blacksmith shop and a school, as well as a number of houses. A century later, when the Barge Canal was constructed, canal alignment was straightened and the bed of the Canal was moved to its present location on the south side of the settlement.

Construction of the Erie Canal brought a number of skilled stone masons to the area. When the canal was completed, many stayed on. One result was the construction of the distinctive cobblestone houses and churches in the area, several of which survive in Greece today.

The Town of Greece was incorporated in 1822. At that time, the Town included the port village of Charlotte. Charlotte was later annexed by the City of Rochester in 1916, at which time it became known as the Port of Rochester.

Braddock Bay & Lake Ontario Shoreline

Braddock Bay is a natural harbor located in the northwest corner of the Town. In 1669, it was a landing site for the early French explorers including Lasalle and Galinee. One year after his visit, Galinee prepared the first known map of the Bay. It is on the land between two creeks which form the headwater of the Bay. Captain John Prideaux, his army and several tribes of the Iroquois Indians camped there in 1759. They were on their way to Fort Niagara to fight one of the many local battles of the French and Indian Wars. Prideaux's army camped there because the bay was ideally suited as a harbor of refuge.

In 1796 a group of land speculators drew up a land subdivision map for this triangular area. They thought this site would become a major shipping town and a center for Great Lakes trade. Though the bay became an important harbor during the nineteenth century, it never attracted as much trade as the Port of Rochester. The paper subdivision was never built.

During the nineteenth century, tall-masted schooner fleets sailed the Great Lakes and used the Braddock Bay harbor. The products they carried included lumber and lumber products, grain and coal. Schooners were eventually replaced by larger and faster steam vessels.

Hicks Point is a long narrow spit of land located on the western side of Braddock Bay at Lake Ontario. Pioneer Sam Hicks hunted beaver, deer and otter here during the eighteenth century. During the later part of the nineteenth century, an amusement resort sprang up at Hicks Point after the construction of a trolley line from Charlotte. Its promoters called it Manitou Beach Park after an Indian god. The resort attracted large crowds during the horse and carriage days, but its glory ebbed during the 1920's as automobiles replaced the trolley system. An historic marker has been placed at 2000 Edgemere Drive by New York State and Monroe County to commemorate the old trolley line. The line was phased out by the coming of the automobile. Its last run was made on August 31, 1925.

Several beaches are located on the shoreline of Lake Ontario in the Town of Greece (i.e. Crescent Beach, Grand View Beach and Manitou Beach). Resorts were built in these areas after the Grand View and Manitou Railroad began a trolley operation on May 30, 1891. The line started at the Manitou Railway Terminal, 425 Beach Avenue, and proceeded west, paralleling the shore, crossing Braddock Bay on a ½ mile long trestle and terminating at the giant poplar trees at Manitou Beach. Remnants of this trestle are still visible during periods of lower water level. The area resorts included hotels, restaurants, parks and concession stands.

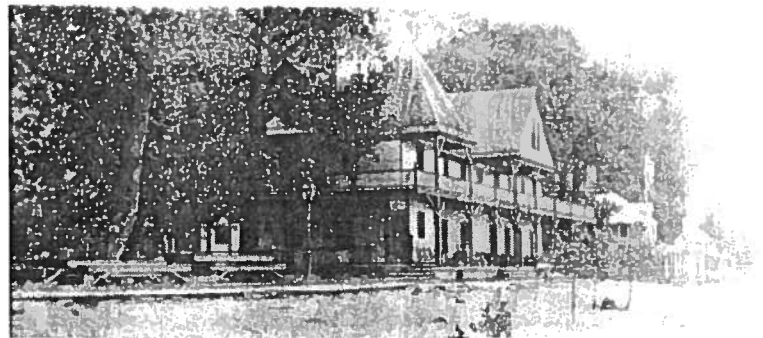
Historic Photos



The Elmheart Hotel - Manitou



Rochester Electric Trolley At Charlotte - 1900



Lake Front Grand View Beach Hotel



Braddock Bay Trestle

*“history puts the
future in
perspective...”*

Figure 6: Historic Photos